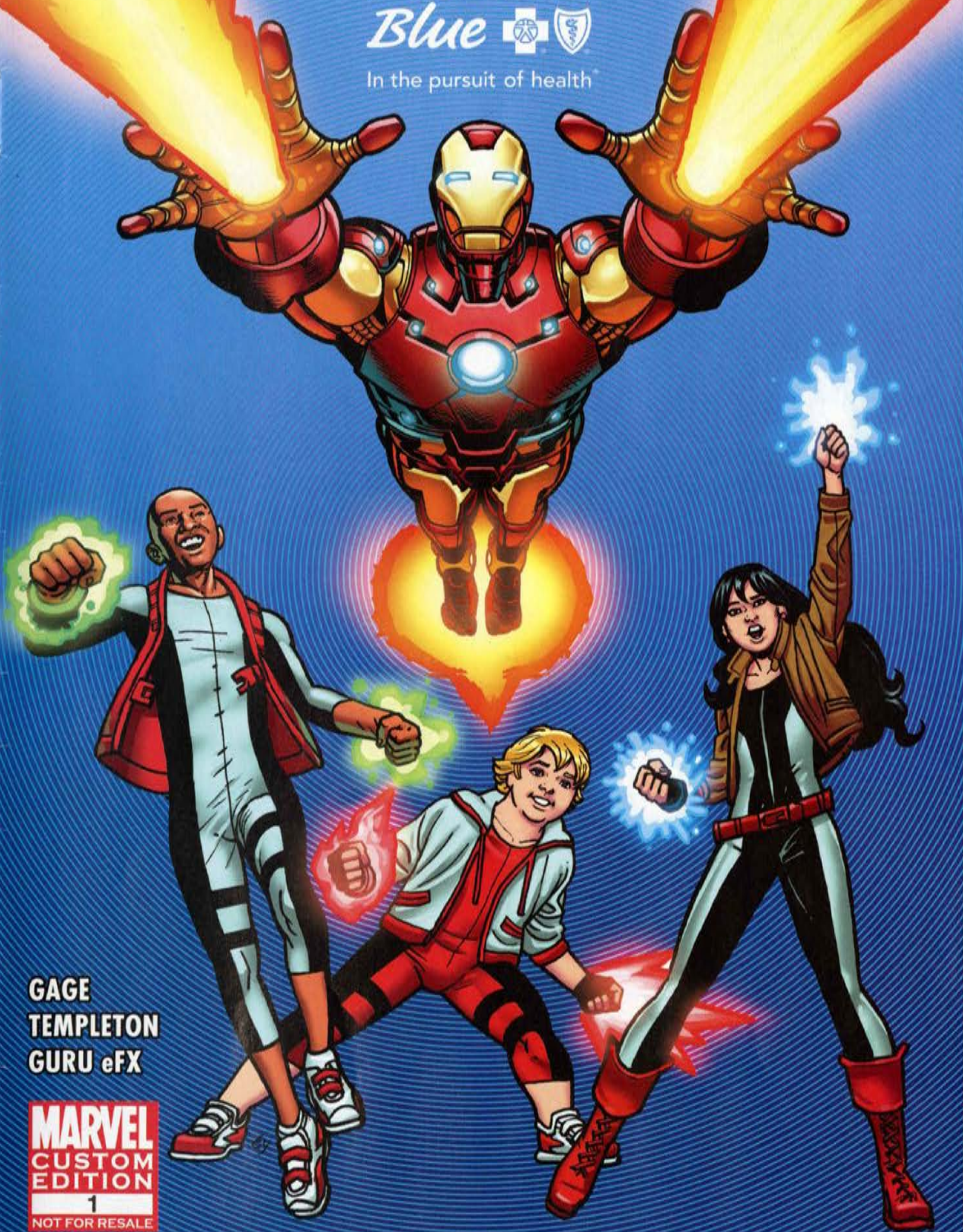


IRON MAN HABIT HEROES

*Florida
Blue*  

In the pursuit of health™



GAGE
TEMPLETON
GURU eFX

MARVEL
CUSTOM
EDITION
1
NOT FOR RESALE



In the pursuit of health®

Partners in the Pursuit of Health

Our goal is to introduce children and families to a new way of thinking about healthy living and inspire a new generation of Habit Heroes.



**Eat Well
Be Active
Drink Water
Get Rest**

Florida Blue is here for you to partner in your pursuit of health.

That's why we work with Marvel and communities across Florida helping families learn healthy habits.

Becoming a Habit Hero is a great way to kick off a lifetime of good health.

Enjoy the adventure. And then get out there and have a healthy one of your own.

Pat Geraghty, CEO
Florida Blue

ONBOARD THE HABIT HEROES AIRCRAFT...

THIS IS DIRECTOR JIN CALLING THE HABIT HEROES! I'M SENDING EMERGENCY TRANSPORTS FOR YOU. WE HAVE A CRISIS OF EPIC PROPORTIONS!

HABIT HEROES & IRON MAN No. 1, October, 2013. Published as a One-Shot by MARVEL WORLDWIDE, INC., a subsidiary of MARVEL ENTERTAINMENT, LLC. Habit Heroes © Disney. OFFICE OF PUBLICATION: 135 West 50th Street, New York, NY 10020. © 2013. Marvel Worldwide, Inc. All rights reserved. All characters featured in this issue and the distinctive names and likenesses thereof, and all related indicia are trademarks of Marvel Characters, Inc. No similarity between any of the names, characters, persons, and/or institutions in this magazine with those of any living or dead person or institution is intended, and any such similarity which may exist is purely coincidental. Printed in the USA. ALAN FINE, EVP - Office of the President, Marvel Worldwide, Inc. and EVP & CMO Marvel Characters S.V.; DAN BUCKLEY, Publisher & President - Print, Animation & Digital Divisions; JOE QUESADA, Chief Creative Officer. For information regarding advertising in Marvel Comics or on Marvel.com, please contact Niza Disla, Director of Marvel Partnerships, at ndisla@marvel.com. For Marvel subscription inquiries, please call 888-511-5480. Manufactured between 08/23/13 and 09/27/13 by QUAD/GRAPHICS, ST. CLOUD, MN.

WE'RE ON OUR WAY, DIRECTOR JIN. AND DON'T WORRY--AFTER THE BATTLE WE JUST FOUGHT, WE'VE NEVER FELT STRONGER.

AGENT DYNAMO.
POWER SOURCE: ACTIVITY.
SPECIAL ATTACK: THE ACTIVEAM.

"WE BEAT ALL THOSE SAPPERS LURKING UNDERGROUND, DRAINING PEOPLE'S ENERGY, DIDN'T WE?"

"DYNAMO'S RIGHT. AND WHEN THE BLOCKER BOTS TRIED TO TAKE ALL THE HIGH-POWER FOOPS OUT OF TOWN, WE GOT THEM BACK.

"ALTHOUGH THEY KEEP TRYING. PERSISTENT BUCKETS OF BOLTS, AREN'T THEY?"

AGENT FUEL.
POWER SOURCE: FRUITS & VEGGIES.
SPECIAL ATTACK: THE VITABOLT.

"YOU SAID IT, FUEL! THE SCORCHERS NEVER MISS A CHANCE FOR AN AMBUSH, EITHER. BUT COME ON, I'M A HYDRATION AGENT..."

"...LIKE I'M GOING TO HAVE A MEAL WITHOUT DRINKING PLENTY OF WATER."

AGENT QUENCH.
POWER SOURCE: HYDRATION.
SPECIAL ATTACK: THE AQUABLAST.

IT'S TRUE. YOU HANDLED ALL THOSE MENACES PRETTY WELL...ONE AT A TIME. BUT NOW...

CITY UNDER SIEGE!

CHRISTOS GAGE
writer

TY TEMPLETON
artist

GURU eFX
colorist

VC's JOE SABINO
letterer

STEPHEN SAJDAK
project manager

MARK BASSO
asst. editor / project manager

BILL ROSEMAN
editor

AXEL ALONSO
editor in chief

JOE QUESADA
chief creative officer

DAN BUCKLEY
publisher

ALAN FINE
exec. producer



OH, NO/
HOW COULD THIS
HAPPEN?

WE WEREN'T
READY FOR THEM
TO ATTACK IN SUCH
AN ORGANIZED
WAY.

WE'VE BEEN
TRYING TO PROTECT
PEOPLE ALL OVER THE
WORLD FROM THE HAZARDS,
BUT THEY'RE BACK, AND IN
GREATER NUMBERS THAN
EVER BEFORE. TAKE
A LOOK AT THESE
KIDS.

BEFORE THE SIEGE...

"THIS IS BEFORE THE INVASION,
WHEN THEY WERE FREE TO
ACT AS THEY WANTED."

UNDER HAZARD CONTROL...

"BUT TAKE A LOOK AT THEM NOW.
THE HAZARDS HAVE NEVER GONE
SO FAR AS TO TRY TO SUCK THE
POWER FROM AN ENTIRE CITY."

"THE PEOPLE DON'T REALIZE WHEN
THEY'RE BEING ATTACKED. THEY'RE
NOT TRAINED TO STAND UP TO ALL
THESE MENACES WORKING TOGETHER."

I KEEP
EATING THIS STUFF.
WHY DON'T I HAVE
ANY ENERGY?

"SEE? THE SCORCHERS *DEHYDRATE* PEOPLE
BY TRICKING THEM INTO DRINKING OTHER
STUFF ALL THE TIME INSTEAD OF WATER. THE
BLOCKER BOTS *WEAKEN* THEM EVEN MORE
BY STEERING THEM AWAY FROM HIGH-POWER
FOODS LIKE FRUIT, VEGGIES AND NUTS."

"MEANWHILE, THE SAPPER DRAINS THEIR
ENERGY, AND KEEPS THEM *INACTIVE*.
THEY ALL USE THEIR HYPNOTIC POWERS
TO KEEP PEOPLE FROM EVEN REALIZING
THEY'RE BEING CONTROLLED."

AND THEY'RE
BUILDING A
MASSIVE MACHINE.
WHAT IS IT?

ITS DESIGN HAS OUR
TECHNICIANS BAFFLED, BUT
THERE'S ONE PERSON WHO CAN
ANALYZE IT AND HOPEFULLY TAKE
IT OFF-LINE: THE ARMORED
AVENGER, **IRON MAN**.

AND HE
LIVES IN THE
CITY, RIGHT?

EXACTLY. BUT
STARK TOWER IS IN
THE ZONE THAT'S BEEN
OVERRUN. WE CAN'T REACH
HIM AND MUST ASSUME
HE'S **ALREADY BEEN**
CAPTURED.

YOUR JOB IS TO
LOCATE HIM, FREE HIM
FROM HAZARD CONTROL
AND HELP EVERYONE
YOU CAN ALONG
THE WAY.





STARK TOWER. TONY STARK'S LAB.



IF I'M GOING TO GET THIS **SCANNER** TO WORK, I'VE GOT TO FIGURE OUT WHAT'S WRONG WITH MY **ARMOR**.

THE ENERGY INDICATOR READS FULL POWER, BUT I DON'T FEEL AT TOP STRENGTH...I JUST CAN'T SEEM TO DO ALL THE THINGS I NORMALLY CAN.

WHEW...I'M BEAT. WELL, EVEN THE BRAIN OF A **GENIUS** NEEDS A BREAK.

I'LL FIGURE THIS OUT LATER.

WHAT--?

MR. STARK, WE'RE THE **HABIT HEROES**. AND YOU'RE BEING HELD **PRISONER!**

HERE, HAVE SOME WATER, AND THESE **SNACKS** WE MADE. THEY'LL GIVE YOU ENERGY AND REHYDRATE YOU.

THAT WAS GOOD...WHOA, OKAY, WHO DECIDED TO HAVE A MONSTER MASH IN MY LAB?

THEY WERE HERE ALL ALONG. THE **HAZARDS** HIDE THEMSELVES WHILE THEY'RE CONTROLLING YOU SO YOU CAN'T SEE THEM... BUT DON'T WORRY, WE CAN TRAIN YOU TO SEE THEM, AND TO FIGHT THEM OFF.

DO YOU REMEMBER WHAT HAPPENED?

I DO NOW. I GOT A CALL FROM MY FRIEND **DIRECTOR JIN**...SHE'D HAD REPORTS OF A LARGE-SCALE **ENERGY DRAIN** IN THE CITY AND NEEDED ME TO DESIGN A NEW **SCANNER** FOR MY SUIT TO GET TO THE BOTTOM OF IT.

I WAS RETRO-FITTING MY **ARMOR** WITH THE **SCANNER**, BUT IT WASN'T WORKING RIGHT. MY SUIT SHOWED FULL POWER, BUT I DIDN'T HAVE MY NORMAL STRENGTH OR AGILITY.

YOUR **ARMOR** WASN'T THE PROBLEM-- THE **HAZARDS** HAD ALREADY GOTTEN TO YOU AND WERE KEEPING YOUR **POWER** LOW! IS THIS ALL YOU'VE BEEN EATING AND DRINKING?

I--I GUESS IT IS. I NEVER GAVE IT A SECOND THOUGHT.

"ALL MY LIFE, I'VE LIKED **HEALTHY SNACKS** THE MOST. BUT EVERY NOW AND THEN I GET TOO INVOLVED WITH MY PROJECTS AND LOSE TRACK OF WHAT I'M SNACKING ON. I GUESS THAT'S WHEN THOSE CREEPS GOT ME."



WE'LL SHOW YOU HOW TO PROTECT YOURSELF-- EVEN WHEN YOU'RE IN THE ZONE.

I'LL DO BETTER. BUT RIGHT NOW, IRON MAN NEEDS TO TAKE CARE OF BUSINESS.

I WOULDN'T DO THAT IF I WERE YOU, TONY. IF YOU GO OUT THERE BEFORE POWERING UP, THEY'LL EAT YOU FOR LUNCH.



BELIEVE ME, I HATE TO WAIT AROUND AS MUCH AS ANYONE, BUT I CAN FEEL MY ENERGY LEVELS FALLING...AND I CAN SEE IT IN MY POWER BAND. WE SHOULD ALL POWER UP.

EVEN GREAT HEROES LIKE ME NEED ADVICE EVERY ONCE IN A WHILE. OKAY, HABIT HEROES--SHOW ME WHAT YOU'VE GOT!



DON'T WORRY IF IT FEELS HARD. THAT'S THE THING ABOUT HABIT POWER. **STRUGGLING** ISN'T BAD, ESPECIALLY BECAUSE EVERYONE FINDS IT HARD AT FIRST. BUT THE MORE YOU TRY, THE MORE YOU POWER UP!

A QUICK RUN WILL HAVE YOUR BODY AWAKE AND READY FOR ACTION!



SNACKS LIKE FRUITS, VEGGIES AND NUTS PACK A MAJOR POWER PUNCH. IF IT GROWS FROM A SEED, IT'S GOT THE POWER YOU NEED!



AND DON'T FORGET WATER-- IT'S THE PUREST FORM OF POWER!



NOW THAT'S
WHAT I'M TALKING
ABOUT--AND I HAVEN'T
EVEN SUITED UP YET.
LET'S SEE WHAT THIS
MEANS AS IRON
MAN!



WOW! I FEEL
LIKE I COULD
TAKE ON THE
WORLD!



THAT'S BECAUSE
YOUR ARMOR'S
CONTROLLED BY YOUR
BODY AND MIND...AND
YOU'VE POWERED
THEM UP!

NOW LET'S
GET OUT
THERE...

...AND SHOW THESE
MONSTERS WHAT REAL
HEROES CAN DO!



I'M SCANNING THAT MACHINE,
AND I THINK I'VE FIGURED OUT
WHAT IT IS. IT DOESN'T JUST
DRAIN ENERGY FROM PEOPLE...

...IT'S USING THAT ENERGY TO
OPEN A PORTAL TO ANOTHER
DIMENSION! I DON'T KNOW
WHAT THEY'RE TRYING TO
BRING THROUGH...

...BUT BASED ON MY EXPERIENCE
WITH MONSTERS, WHICH I HAVE
ENTIRELY TOO MUCH OF...IT'S
NEVER ANYTHING GOOD.

ON THE OTHER
SIDE OF THE
PORTAL...

SOON...

HABIT HEROES



**TOP
SECRET**

TRAINING GUIDE

POWER UP!



Greetings, potential **Habit Hero**! The secret armies of the **Habit Hazards** are infiltrating our planet. Their numbers are too great for us to handle on our own; we need *you* to join our ranks and help us defeat them. But first you need to build your power. Growing your Habit Power is hard and not all new Heroes know how to do it. This training manual will show you the way.

How Habit Power works: Habit Power is the energy we use to blast the Hazards—it's what makes us Heroes. There are three main ways to build your power:

1. Eating lots of high-powered foods, like fruits and vegetables.
2. Doing lots of powerful activities—things that work up a sweat.
3. Drinking fresh water—it's pure, liquid power.

The Hazards are crafty and they do everything they can to prevent us from building our power. They keep you from making the choices you want to help you power up. There are three kinds of Hazards to watch out for:



SAPPERS

Ever felt like going out and being active but just couldn't get off the couch? That's them.



BLOCKER BOTS

Ever felt really tempted to eat nothing but junk food instead of having some fresh, powerful fruit or veggies? That's them.



SCORCHERS

Ever felt really thirsty and, instead of going for fresh, natural water—the purest form of power—you find yourself reaching for something else? That's them.

What makes a Habit Hero different from an ordinary civilian is learning and practicing how to resist the Hazards' control. The secrets in this guide took a long time for our scientists to develop so you may not master them right away, but that's why we have training. **Don't forget: Every challenge you face, your habit power gets stronger.**



MY PLAN TO POWER UP

How do you become a Habit Hero? By making a plan to power up. Our scientists have discovered three important steps to help you achieve this. Remember: The world and your fellow Heroes are counting on you!

STEP 1: See yourself growing your power.

Think about a time when you were attacked by one of the Hazards in the past, but probably didn't realize it. Maybe you got stuck on the couch or felt tempted to eat nothing but junk food, or you felt thirsty and didn't drink water. Now picture yourself facing that Hazard again and, this time, you decide not to give in. You decide to be a Hero and put up a fight. Imagine your power growing from the struggle. Relax and **think only about the feeling of growing your power**. Write down or draw a picture of what it would be like:

STEP 2: Think about how the Hazards attack **you**.

One reason Hazards are so dangerous is that they adapt their attacks to each person. Look again at the Hazards on the left. Which one gets you most often? How do they do it? Think about specific things from your real life. Relax and **think only about how this Hazard attacks you**.

Now write down exactly where you guess this attack will happen next. In your imagination, where will you be? Who will be around? What time of day will it be?



STEP 3: Plan your attack.

How will you fight back next time you're under attack from this Hazard? Write a concrete "if-then" plan for what you will think, say, or do when the Hazard attacks you. For instance, you could say, "*IF* I feel a snack attack coming on, *THEN* I'll drink two glasses of water before I have anything else."

Write your plan of attack below:

If: _____ Then: _____
(Hazard's attack) (Your plan to fight back)

Heroes never forget their plans. Say your "if-then" plan to yourself in your head. Imagine what it will feel like to see your power level go up at the time and place you thought about!

SECRET POWER TIP: SLEEP

Remember, if you don't beat the Hazards every time, it doesn't mean you're not a Hero. It means you were challenged...but the more you're challenged, the more you struggle, the more powerful you become.

Now get out there and power up, Heroes!



HABIT HEROES





I KNOW WHAT YOU'RE THINKING. "IRON MAN'S TOO BRILLIANT AND HANDSOME TO GET TRAPPED BY THE HAZARDS." BUT I WAS.

THAT'S RIGHT--I'M NOT PERFECT. I WAS SHOCKED TOO. BUT IT'S NOT ABOUT BEING PERFECT. IT'S ABOUT ASKING YOURSELF IF YOU'RE WILLING TO TRAIN AND FIGHT.

SO READ THIS MANUAL--IT HAS THE SECRETS YOU NEED. AND WHEN IT FEELS LIKE YOU CAN'T PUSH ANY FURTHER...THOSE ARE THE GREATEST OPPORTUNITIES TO BUILD YOUR POWER!

HEY FIREBALL, FEELING THIRSTY?

IT'S WORKING! THEY NO LONGER HAVE THE ENERGY TO STICK TOGETHER!

THEY'RE DEFINITELY GETTING WEAKER. OUR HEROES-IN-TRAINING ARE DOING THEIR PART!

AND IF THEY'RE WORKING TOGETHER, IT'S TIME FOR US TO DO THE SAME.

DON'T TELL DIRECTOR JIN, BUT I'M BORROWING HER CATCHPHRASE. NOW IS THE HOUR--

--TO BUILD OUR POWER!

WHA-KO-BOOM



LOOK! IT'S OPENING THE PORTAL! SOMETHING'S COMING THROUGH!

I...I FEEL WEAK...THEY'RE DRAINING OUR ENERGY!

THAT'S WHEN IT'S MOST IMPORTANT TO KEEP FIGHTING. THEY CAN'T BEAT US UNLESS WE LET THEM.



SO LET'S MERGE OUR POWERS AND BRING THAT PORTAL DOWN!

BOOM



NOW THAT'S JUST PLAIN RUPE. OUR HOSTS ARE LEAVING THE PARTY. LOOKS LIKE THEY DON'T APPRECIATE IT WHEN PEOPLE TAKE THEIR POWER BACK.

TYPICAL...IF IT'S NOT GOING TO BE EASY FOR THEM, HAZARDS DON'T EVEN WANT TO TRY.

YEAH, THAT'S THE OPPOSITE OF WHAT WE'RE ABOUT!

THANKS FOR YOUR HELP, IRON MAN. WE COULDN'T HAVE DONE IT WITHOUT YOU.

I'M THE ONE WHO SHOULD THANK YOU AND YOUR TEAM... FOR SHOWING ME IT'S NOT ALL ABOUT THE SUIT. IT'S ABOUT THE HANDSOME GUY IN THE SUIT, TOO.

THAT'S GOOD... AND IT GETS EASIER THE MORE YOU DO IT. BUT YOU HAVE TO MAKE A PLAN TO KEEP YOUR POWER UP, ESPECIALLY WHEN YOU'RE IN THE ZONE WITH YOUR WORK, OR YOU GET STRESSED OUT.

I KNOW. AND I'LL BE READY IF OUR ENEMIES TRY FOR AN ENCORE.

SEE? I'VE ALWAYS HAD INDICATORS SHOWING MY ARMOR'S POWER LEVELS... BUT I ADDED ONE FOR ME, TOO!

SWEET! LIKE OUR POWER BANDS. BUT WHAT IF THE HAZARD'S STRIKE SOMEWHERE ELSE?

AND NOW THAT I'VE FOUND A WAY TO IMPROVE ON PERFECTION, YOU'D BETTER BELIEVE I'LL STICK WITH IT.

THAT'S ALWAYS A DANGER. BUT THE GOOD NEWS IS, THIS CRISIS HAS SHOWN US THERE ARE A LOT OF BRAVE AND DETERMINED PEOPLE OUT THERE.

EVERY TIME PEOPLE CHOOSE TO FIGHT OFF THE HAZARDS AND KEEP THEIR POWER UP, THEY'RE SHOWING THEIR POTENTIAL TO BE HEROES. WE'RE GOING TO REACH OUT AND RECRUIT THOSE PEOPLE.

WE CAN NEVER LET DOWN OUR GUARD. BUT THE GOOD NEWS IS, THERE ARE MORE OF US EVERY DAY. AND WHATEVER COMES OUR WAY... WE'LL BE READY!

ADMIRABLE COURAGE, BUT CAN YOU TRULY BE READY... FOR ME? BWA-HA-HA!

THE END...?

POWER UP!



BE A
HERO

HABIT HEROES

How I power up: I drink at least one glass or bottle of water with every snack and meal. And definitely before I drink anything else!

- Agent Quench

POWER UP!

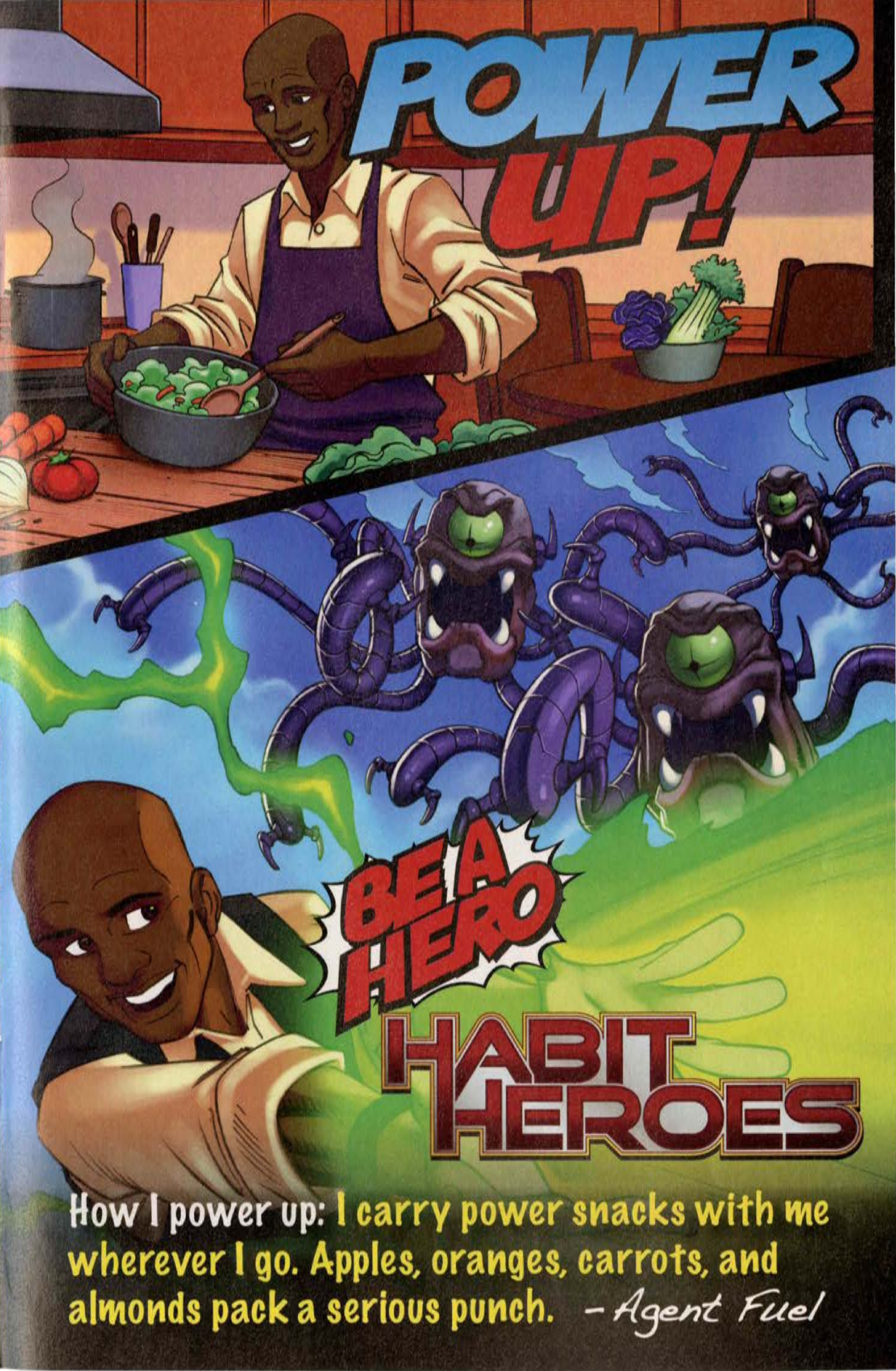


BE A
HERO

HABIT HEROES

How I power up: I find the most active way to get places. I skate. I bike. I always take the stairs!

-Agent Dynamo



POWER UP!

BE A
HERO

HABIT HEROES

How I power up: I carry power snacks with me wherever I go. Apples, oranges, carrots, and almonds pack a serious punch. *- Agent Fuel*

WHAT'S YOUR PLAN?



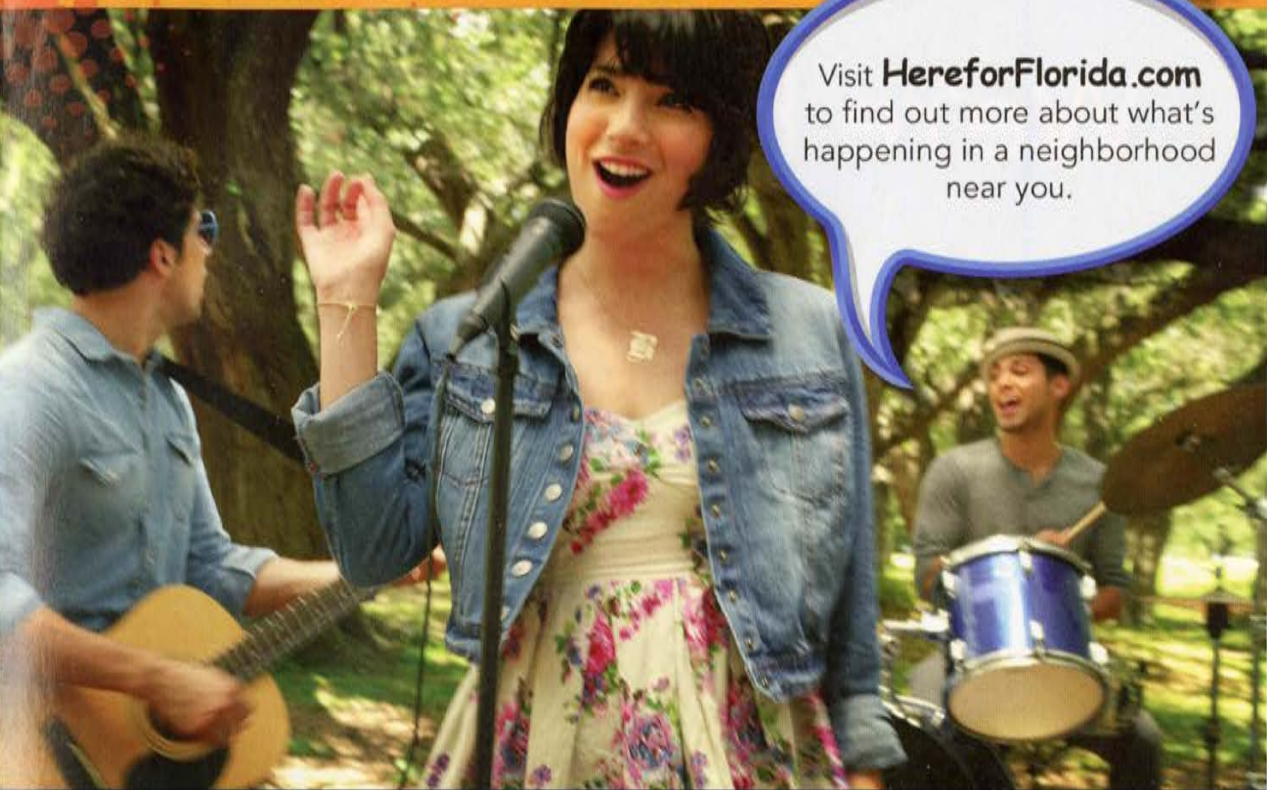
Don't just read about Heroes, **be a Hero!** The world needs **YOU** to power up and fight the Hazards. Make your plan to hydrate, stay active, and snack on power foods.

NOW IS THE HOUR ... TO BUILD YOUR POWER!

When *life* happens,
we're here for you.



Visit **HereforFlorida.com**
to find out more about what's
happening in a neighborhood
near you.



#HereForYou

Florida Blue 

In the pursuit of health[™]

Florida's Blue Cross and Blue Shield Plan

Florida
Blue



In the pursuit of health

We're here for you.



Visit us at a Florida Blue
Center near you:

floridabluecenters.com

or call toll-free 1-877-FL-BLUE-0
(1-877-352--5830).

TTY users please call 711.



Florida Blue,
Florida's Blue Cross
and Blue Shield Plan